

**Notice of References Cited**

Application/Control No.

09/971,143

Applicant(s)/Patent Under  
Reexamination  
GATHMAN ET AL.

Examiner

Jennifer I. Harle

Art Unit

3627

Page 1 of 2

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	V	Charles Waltner, CRM: The New Game in Town for Professional Sports, Informationweek.com, August 28, 2000.
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	X	Debbie Thorne, et al., The Impact of Sports Marketing Relationships and Antitrust issues in the United States, Journal of Public Policy & Marketing, Vol. 20, Iss. 1, Spring 2001, pg. 73.

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
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Page 2 of 2

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